

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

June 2, 2015

GRANITE STATERS BETTER OFF THAN A YEAR AGO, BUT NOT OPTIMISTIC ABOUT US ECONOMY

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center
www.unh.edu/survey-center
603/862-2226

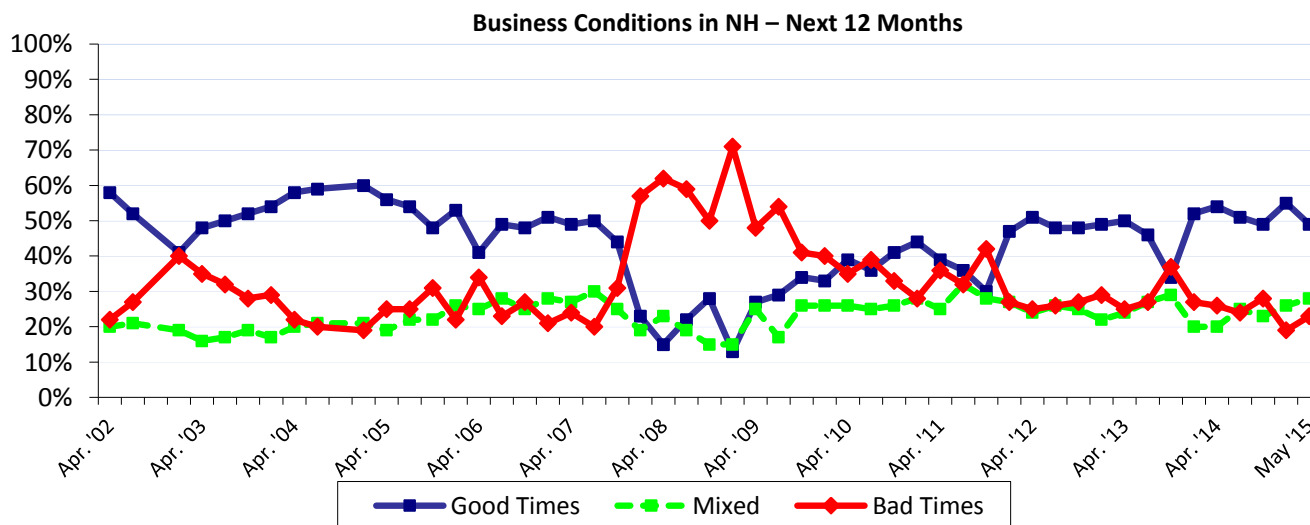
DURHAM, NH – New Hampshire residents feel they are financially better off than they were a year ago, and expect to be in a similar position next year. Granite Staters believe New Hampshire business conditions are improving but are not optimistic about national economic conditions.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred and sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

N.H. Business Conditions

The U.S. economy has shown signs of improvement over the past year and New Hampshire has as well. Unemployment in the Granite State has dropped below 4% and residents' expectations about economic conditions in the state are positive. When asked how New Hampshire businesses will do over the next year, nearly half of Granite Staters (49%) think state businesses will enjoy good times financially, only 23% think they will experience bad times, and 28% anticipate mixed conditions. This measure has stayed relatively steady over the past year.

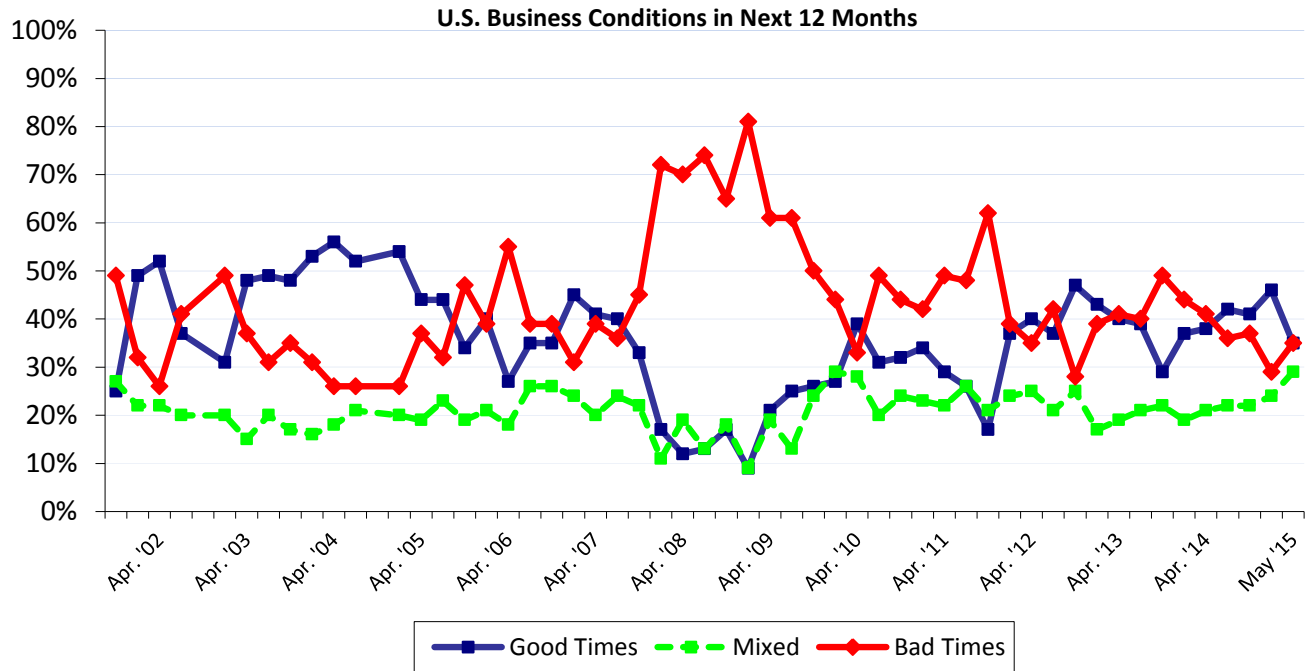
"New Hampshire fared better than other states during the Great Recession in terms of job loss, unemployment and economic recovery and I think that is reflected here in the number of Granite Staters (49%) with positive perceptions of business confidence and the low unemployment rate," said BIA President Jim Roche. "Five years after the recession, residents have a positive outlook; however, this is not reflected in their attitudes about the rest of the country, with more than a third remaining pessimistic about long-term business conditions. This should remind state and national lawmakers of the importance of protecting the climate for job creation and enacting policies that support a strong economy in the future."



* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

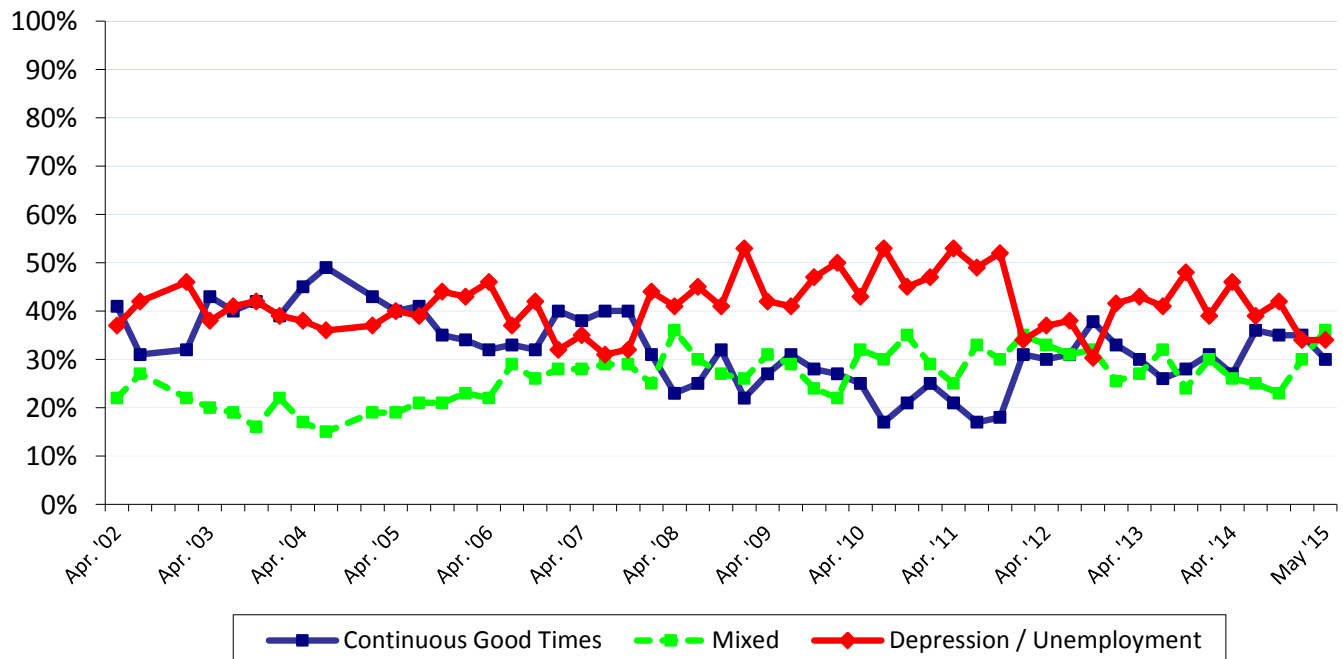
U.S. Business Conditions

However, expectations for the U.S. economy have dipped since February. Currently, 35% of New Hampshire adults think that business in the country as a whole are in for good times over the next 12 months, 35% think businesses will have bad times, and 29% think conditions will be mixed. In February, 46% thought the country was in for good times economically.



New Hampshire residents remain pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, 30% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 34% expect periods of widespread unemployment and depression, and 36% see a mix of good and bad conditions.

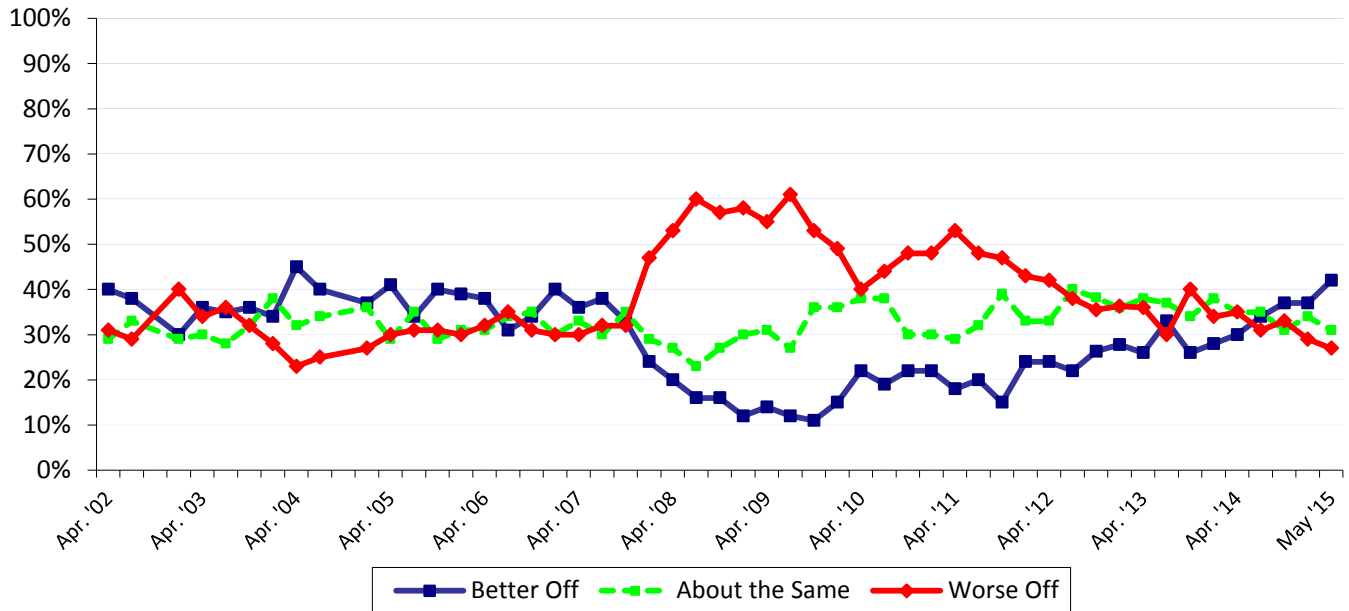
U.S. 5 Year Economic Outlook



Personal Financial Conditions

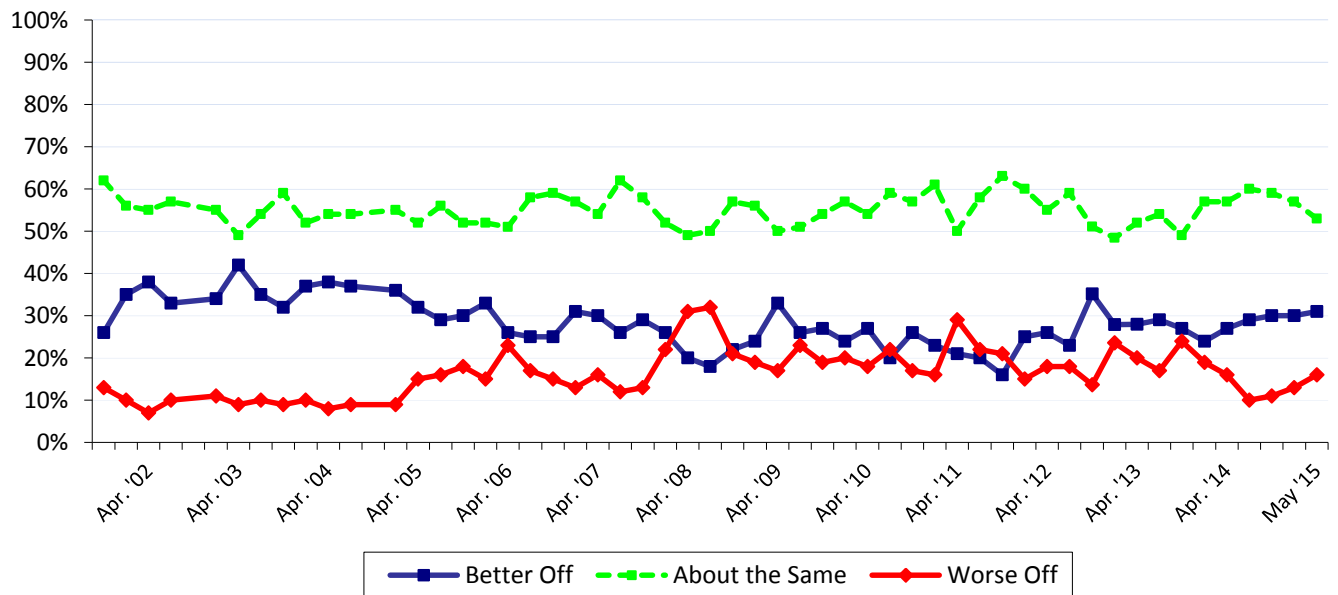
Turning to household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago. When asked about their household's financial condition, 42% of New Hampshire adults say they are better off now than they were a year ago, 27% say they are worse off, and 31% say things are about the same. The percentage who believe they are better off is at its highest point in over a decade.

Household Financial Condition – Compared to 1 Year Ago

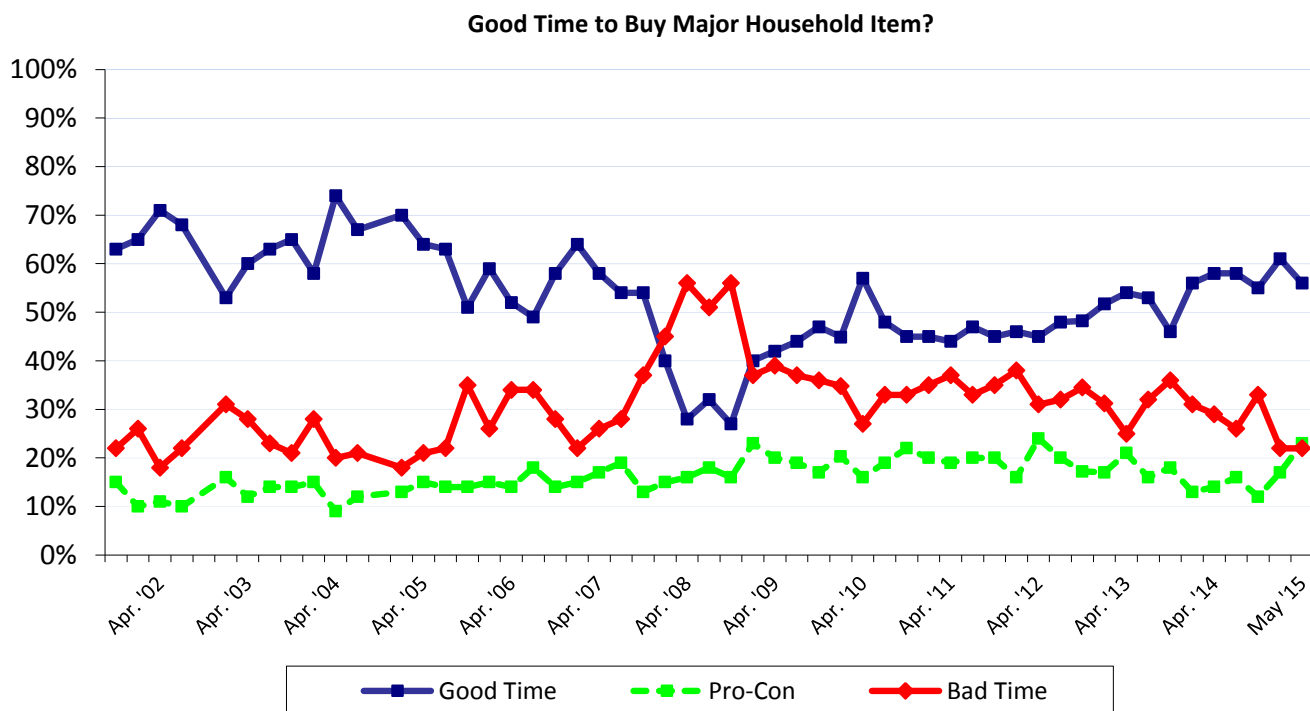


Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 31% think their family will be better off financially a year from now, only 16% think they will be worse off and 53% think their families will be about the same.

Household Financial Condition – 12 Months from Now



New Hampshire adults also think it is a good time to buy major items for their home. Fifty-six percent (56%) of New Hampshire residents think now is a good time to buy major household items, 22% think it is a bad time, and 23% think it depends on a person's finances.



Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents. Democrats are consistently more optimistic about the state and national economy than Republicans and Independents. Younger residents are more likely to be optimistic about their household's financial condition over the past year and over the next year.

Granite State Poll Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Five hundred and sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Granite State Poll, Spring 2015 Demographics

Sex	N	%	Region	N	%
Male	280	49%	North Country	52	9%
Female	287	51%	Central/Lakes	88	16%
			Connecticut Valley	78	14%
			Mass Border	152	27%
Age	N	%	Seacoast	88	16%
18 to 34	138	25%	Manchester Area	109	19%
35 to 49	164	30%			
50 to 64	152	27%			
65 and Over	99	18%			
			Party Registration	N	%
			Democrat	110	23%
Highest Level of Education	N	%	Undeclared	245	51%
High School or Less	89	16%	Republican	129	26%
Some College	152	27%			
College Graduate	190	34%			
Post-Graduate	127	23%			
			Party Identification	N	%
Years Lived in NH	N	%	Democrat	206	37%
10 yrs. Or less	72	13%	Independent	139	25%
11-20 yrs.	114	21%	Republican	210	38%
> 20 yrs.	369	67%			

Granite State Poll, Spring 2015 Demographics – 2016 Likely Voters

Sex	N	%	Region	N	%
Male	261	50%	North Country	46	9%
Female	263	50%	Central/Lakes	85	16%
			Connecticut Valley	72	14%
			Mass Border	140	27%
			Seacoast	80	15%
			Manchester Area	101	19%
Age	N	%	Party Registration	N	%
18 to 34	113	22%	Democrat	99	22%
35 to 49	161	32%	Undeclared	236	51%
50 to 64	143	28%	Republican	125	27%
65 and Over	94	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	75	15%	Democrat	188	37%
Some College	144	28%	Independent	122	24%
College Graduate	176	34%	Republican	203	40%
Post-Graduate	120	23%			
Years Lived in NH	N	%			
10 yrs. Or less	69	13%			
11-20 yrs.	108	21%			
> 20 yrs.	336	66%			

Business Conditions in New Hampshire in 12 Months

“Turning to business conditions in the New Hampshire as a whole – do you think that during the next twelve months we’ll have good times financially, or bad times, or what?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
May '15	49%	28%	23%	(521)
Feb. '15	55%	26%	19%	(454)
Oct. '14	49%	23%	28%	(480)
July '14	51%	25%	24%	(454)
Apr. '14	54%	20%	26%	(451)
Feb. '14	52%	20%	27%	(502)
Oct. '13	34%	29%	37%	(540)
July '13	46%	27%	27%	(461)
Apr. '13	50%	24%	25%	(454)
Feb. '13	49%	22%	29%	(523)
Oct. '12	48%	25%	27%	(511)
July '12	48%	26%	26%	(456)
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19 %	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

Business Conditions in U.S. in 12 Months

“Turning to business conditions in the country as a whole – do you think that during the next twelve months we’ll have good times financially, or bad times, or what?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
May '15	35%	29%	35%	(544)
Feb. '15	46%	24%	29%	(476)
Oct. '14	41%	22%	37%	(512)
July '14	42%	22%	36%	(480)
Apr. '14	38%	21%	41%	(474)
Feb. '14	37%	19%	44%	(524)
Oct. '13	29%	22%	49%	(563)
July '13	39%	21%	40%	(469)
Apr. '13	40%	19%	41%	(480)
Feb. '13	43%	17%	40%	(548)
Oct. '12	47%	25%	28%	(513)
July '12	37%	21%	42%	(464)
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
May '15	30%	36%	34%	(514)
Feb. '15	35%	30%	34%	(460)
Oct. '14	35%	23%	42%	(493)
July '14	36%	25%	39%	(460)
Apr. '14	27%	26%	46%	(461)
Feb. '14	31%	30%	39%	(529)
Oct. '13	28%	24%	48%	(552)
July '13	26%	32%	41%	(485)
Apr. '13	30%	27%	43%	(471)
Feb. '13	33%	26%	42%	(562)
Oct. '12	38%	32%	30%	(490)
July '12	31%	31%	38%	(453)
Apr. '12	30%	33%	37%	(465)
Feb. '12	31%	35%	34%	(479)
Oct. '11	18%	30%	52%	(515)
July '11	17%	33%	49%	(484)
Apr. '11	21%	25%	53%	(479)
Feb. '11	25%	29%	47%	(482)
Sept. '10	21%	35%	45%	(486)
July '10	17%	30%	53%	(477)
Apr. '10	25%	32%	43%	(472)
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)

Household Financial Condition Compared to 12 Months Ago

"We are interested in how people are getting along financially these days. Would you say that you and your family living there are BETTER OFF or WORSE OFF financially than you were a year ago?"

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
May '15	42%	31%	27%	(562)
Feb. '15	37%	34%	29%	(499)
Oct. '14	37%	31%	33%	(532)
July '14	34%	35%	31%	(510)
Apr. '14	30%	35%	35%	(506)
Feb. '14	28%	38%	34%	(559)
Oct. '13	26%	34%	40%	(584)
July '13	33%	37%	30%	(507)
Apr. '13	26%	38%	36%	(503)
Feb. '13	28%	36%	36%	(575)
Oct. '12	26%	38%	36%	(583)
July '12	22%	40%	38%	(516)
Apr. '12	24%	33%	42%	(533)
Feb. '12	24%	33%	43%	(518)
Oct. '11	15%	39%	47%	(553)
July '11	20%	32%	48%	(509)
Apr. '11	18%	29%	53%	(502)
Feb. '11	22%	30%	48%	(518)
Sept. '10	19%	37%	44%	(510)
July '10	19%	38%	44%	(497)
Apr. '10	22%	38%	40%	(505)
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)

Household Financial Condition 12 Months from Now

“Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
May '15	31%	53%	16%	(552)
Feb. '15	30%	57%	13%	(498)
Oct. '14	30%	59%	11%	(512)
July '14	29%	60%	10%	(503)
Apr. '14	27%	57%	16%	(486)
Feb. '14	24%	57%	19%	(546)
Oct. '13	27%	49%	24%	(569)
July '13	29%	54%	17%	(495)
Apr. '13	28%	52%	20%	(487)
Feb. '13	28%	48%	24%	(563)
Oct. '12	35%	51%	14%	(519)
July '12	23%	59%	18%	(473)
Apr. '12	26%	55%	18%	(493)
Feb. '12	25%	60%	15%	(486)
Oct. '11	16%	63%	21%	(532)
July '11	20%	58%	22%	(499)
Apr. '11	21%	50%	29%	(484)
Feb. '11	23%	61%	16%	(500)
Sept. '10	26%	57%	17%	(497)
July '10	20%	59%	22%	(487)
Apr. '10	27%	54%	18%	(492)
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

Good Time to Buy Major Household Item

“Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
May '15	56%	23%	22%	(519)
Feb. '15	61%	17%	22%	(458)
Oct. '14	55%	12%	33%	(495)
July '14	58%	16%	26%	(460)
Apr. '14	58%	14%	29%	(460)
Feb. '14	56%	13%	31%	(498)
Oct. '13	46%	18%	36%	(552)
July '13	53%	16%	32%	(467)
Apr. '13	54%	21%	25%	(468)
Feb. '13	52%	17%	31%	(515)
Oct. '12	48%	17%	35%	(551)
July '12	48%	20%	32%	(468)
Apr. '12	45%	24%	31%	(503)
Feb. '12	46%	16%	38%	(487)
July '11	47%	20%	33%	(479)
Apr. '11	44%	19%	37%	(475)
Feb. '11	45%	20%	35%	(478)
Sept. '10	45%	22%	33%	(491)
July '10	48%	19%	33%	(469)
Apr. '10	57%	16%	27%	(471)
Feb. '10	45%	20%	35%	(469)
Oct. '09	47%	17%	36%	(472)
July '09	44%	19%	37%	(548)
Apr. '09	42%	20%	39%	(491)
Feb. '09	40%	23%	37%	(591)
Sept. '08	27%	16%	56%	(495)
July '08	32%	18%	51%	(487)
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sept. '07	50%	13%	37%	(433)
July '07	54%	19%	28%	(430)
Apr. '07	58%	17%	26%	(458)
Feb. '07	64%	15%	22%	(488)
Sept. '06	58%	14%	28%	(452)
July '06	49%	18%	34%	(453)
Apr. '06	52%	14%	34%	(448)
Feb. '06	59%	15%	26%	(442)
Oct. '05	51%	14%	35%	(456)
July '05	63%	14%	22%	(441)
Apr. '05	64%	15%	21%	(446)
Feb. '05	70%	13%	18%	(478)
July '04	67%	12%	21%	(456)
Apr. '04	71%	9%	20%	(487)
Feb. '04	58%	15%	28%	(462)
Oct. '03	65%	14%	21%	(468)
June '03	63%	14%	23%	(475)
Apr. '03	60%	12%	28%	(487)
Feb. '03	53%	16%	31%	(600)
June '02	68%	10%	22%	(613)
Apr. '02	71%	11%	18%	(480)
Feb. '02	65%	10%	26%	(298)
Oct. '01	63%	15%	22%	(506)

Household Financial Condition Compared to 12 Months Ago

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N)</u>
STATEWIDE	42%	31%	27%	562
Democrat	45%	38%	18%	206
Independent	45%	23%	32%	136
Republican	38%	30%	32%	210
Liberal	46%	38%	16%	129
Moderate	47%	32%	21%	235
Conservative	29%	24%	47%	157
Support Tea Party	25%	32%	43%	109
Neutral	46%	30%	24%	205
Oppose Tea Party	46%	34%	21%	213
Employed Full Time	53%	25%	22%	298
Employed Part Time	40%	32%	28%	61
Retired/Not Working	22%	42%	37%	146
Unemployed	9%	45%	47%	25
Student	70%	30%	0%	22
Union household	52%	31%	17%	82
Non-union	40%	31%	29%	467
Read Union Leader	41%	33%	26%	171
Read Boston Globe	52%	36%	12%	83
Read Local Newspapers	41%	37%	21%	210
Watch WMUR	37%	32%	30%	323
Listen to NHPR	44%	34%	22%	144
10 yrs or less in NH	46%	36%	19%	71
11 to 20 years	42%	33%	25%	110
More than 20 years	41%	30%	29%	368
18 to 34	66%	18%	15%	134
35 to 49	42%	34%	25%	164
50 to 64	33%	31%	36%	151
65 and over	25%	44%	31%	104
Male	45%	30%	25%	279
Female	39%	31%	29%	283
High school or less	31%	26%	42%	89
Some college	48%	27%	25%	148
College graduate	39%	35%	26%	189
Post-graduate	47%	34%	20%	127
Less than \$30K	21%	27%	51%	57
\$30K to \$60K	38%	31%	31%	96
\$60K to \$75K	35%	31%	34%	56
\$75K to \$100K	54%	30%	16%	79
\$100K or more	51%	30%	19%	161
North Country	17%	36%	47%	52
Central / Lakes	36%	35%	29%	87
Connecticut Valley	38%	30%	32%	74
Mass Border	44%	28%	28%	152
Seacoast	52%	32%	16%	88
Manchester Area	50%	29%	22%	108
First Cong. Dist	49%	29%	22%	288
Second Cong. Dist	35%	33%	32%	274

HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	31%	16%	53%	552
Democrat	30%	11%	59%	204
Independent	34%	17%	49%	135
Republican	29%	21%	50%	203
Liberal	34%	9%	56%	130
Moderate	35%	14%	51%	235
Conservative	23%	26%	51%	147
Support Tea Party	26%	24%	50%	99
Neutral	32%	15%	53%	209
Oppose Tea Party	29%	14%	57%	210
Employed Full Time	36%	11%	52%	287
Employed Part Time	38%	15%	47%	61
Retired/Not Working	16%	24%	61%	145
Unemployed	21%	24%	54%	25
Student	51%	15%	34%	26
Union household	36%	18%	46%	74
Non-union	30%	15%	55%	466
Read Union Leader	37%	16%	47%	164
Read Boston Globe	43%	8%	49%	83
Read Local Newspapers	27%	13%	61%	204
Watch WMUR	29%	19%	53%	318
Listen to NHPR	24%	15%	61%	140
10 yrs or less in NH	31%	17%	52%	72
11 to 20 years	45%	12%	42%	113
More than 20 years	26%	17%	57%	355
18 to 34	47%	8%	45%	138
35 to 49	31%	15%	54%	154
50 to 64	27%	22%	51%	149
65 and over	16%	18%	66%	103
Male	37%	17%	46%	268
Female	26%	15%	59%	284
High school or less	30%	20%	51%	89
Some college	30%	13%	57%	146
College graduate	30%	18%	52%	187
Post-graduate	35%	13%	52%	123
Less than \$30K	23%	30%	47%	53
\$30K to \$60K	25%	17%	57%	96
\$60K to \$75K	39%	14%	47%	56
\$75K to \$100K	25%	12%	63%	75
\$100K or more	43%	13%	44%	160
North Country	12%	33%	56%	52
Central / Lakes	23%	16%	61%	87
Connecticut Valley	29%	15%	56%	76
Mass Border	42%	12%	46%	146
Seacoast	25%	14%	61%	85
Manchester Area	39%	16%	45%	106
First Cong. Dist	33%	15%	51%	281
Second Cong. Dist	29%	17%	54%	271

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	49%	28%	23%	521
Democrat	65%	22%	13%	188
Independent	40%	39%	20%	127
Republican	39%	28%	33%	196
Liberal	62%	27%	11%	122
Moderate	46%	33%	22%	212
Conservative	41%	27%	32%	147
Support Tea Party	32%	27%	41%	102
Neutral	51%	30%	20%	188
Oppose Tea Party	54%	30%	16%	199
Employed Full Time	47%	27%	27%	270
Employed Part Time	70%	19%	10%	60
Retired/Not Working	49%	33%	18%	135
Unemployed	29%	28%	43%	21
Student	41%	42%	17%	26
Union household	42%	32%	26%	71
Non-union	50%	28%	22%	438
Read Union Leader	50%	31%	20%	160
Read Boston Globe	57%	35%	7%	73
Read Local Newspapers	52%	30%	18%	192
Watch WMUR	50%	28%	22%	303
Listen to NHPR	52%	32%	15%	135
10 yrs or less in NH	49%	39%	11%	61
11 to 20 years	55%	23%	22%	109
More than 20 years	47%	28%	25%	340
18 to 34	49%	31%	19%	132
35 to 49	52%	23%	26%	145
50 to 64	45%	30%	25%	142
65 and over	48%	31%	21%	94
Male	47%	28%	25%	258
Female	51%	28%	21%	262
High school or less	49%	34%	18%	88
Some college	48%	24%	28%	141
College graduate	49%	25%	26%	167
Post-graduate	51%	34%	14%	118
Less than \$30K	42%	32%	26%	53
\$30K to \$60K	41%	26%	33%	91
\$60K to \$75K	42%	29%	28%	54
\$75K to \$100K	55%	26%	19%	68
\$100K or more	53%	32%	15%	150
North Country	54%	23%	23%	51
Central / Lakes	39%	35%	25%	78
Connecticut Valley	39%	30%	31%	74
Mass Border	50%	33%	17%	136
Seacoast	58%	16%	25%	79
Manchester Area	53%	27%	21%	102
First Cong. Dist	58%	21%	21%	263
Second Cong. Dist	40%	35%	25%	258

Business Conditions in US in 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	35%	29%	35%	544
Democrat	55%	29%	16%	193
Independent	25%	43%	32%	134
Republican	22%	21%	57%	205
Liberal	55%	26%	19%	126
Moderate	35%	32%	32%	225
Conservative	17%	26%	57%	152
Support Tea Party	12%	27%	61%	108
Neutral	34%	32%	34%	196
Oppose Tea Party	47%	29%	25%	206
Employed Full Time	32%	30%	39%	285
Employed Part Time	41%	31%	28%	58
Retired/Not Working	37%	29%	34%	141
Unemployed	33%	20%	46%	24
Student	49%	34%	17%	26
Union household	46%	25%	29%	75
Non-union	33%	30%	37%	455
Read Union Leader	28%	29%	43%	164
Read Boston Globe	45%	35%	20%	81
Read Local Newspapers	34%	34%	32%	195
Watch WMUR	37%	28%	35%	308
Listen to NHPR	44%	29%	27%	141
10 yrs or less in NH	42%	25%	33%	69
11 to 20 years	44%	24%	32%	109
More than 20 years	31%	32%	37%	353
18 to 34	37%	32%	30%	138
35 to 49	32%	33%	35%	154
50 to 64	38%	20%	41%	147
65 and over	31%	34%	35%	97
Male	39%	22%	38%	273
Female	31%	36%	33%	271
High school or less	29%	35%	36%	87
Some college	37%	30%	34%	147
College graduate	34%	21%	44%	178
Post-graduate	39%	36%	25%	123
Less than \$30K	33%	37%	31%	55
\$30K to \$60K	32%	32%	37%	93
\$60K to \$75K	33%	25%	41%	53
\$75K to \$100K	21%	30%	49%	77
\$100K or more	41%	35%	24%	156
North Country	24%	46%	30%	51
Central / Lakes	24%	34%	42%	85
Connecticut Valley	40%	26%	34%	75
Mass Border	34%	29%	36%	145
Seacoast	46%	23%	30%	83
Manchester Area	39%	25%	37%	105
First Cong. Dist	37%	27%	36%	278
Second Cong. Dist	33%	32%	35%	265

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
STATEWIDE	30%	36%	34%	514
Democrat	43%	35%	22%	187
Independent	22%	44%	34%	121
Republican	24%	31%	45%	195
Liberal	47%	28%	25%	117
Moderate	29%	43%	27%	218
Conservative	21%	26%	54%	146
Support Tea Party	21%	31%	49%	97
Neutral	31%	37%	32%	192
Oppose Tea Party	34%	36%	30%	195
Employed Full Time	31%	30%	38%	274
Employed Part Time	31%	53%	15%	56
Retired/Not Working	28%	38%	34%	128
Unemployed	15%	30%	55%	22
Student	39%	49%	11%	26
Union household	39%	33%	28%	76
Non-union	29%	36%	36%	426
Read Union Leader	35%	33%	32%	158
Read Boston Globe	38%	36%	26%	80
Read Local Newspapers	33%	36%	30%	190
Watch WMUR	32%	33%	35%	292
Listen to NHPR	38%	31%	30%	133
10 yrs or less in NH	30%	47%	23%	63
11 to 20 years	43%	28%	29%	107
More than 20 years	26%	36%	38%	332
18 to 34	32%	41%	27%	128
35 to 49	34%	31%	36%	146
50 to 64	27%	31%	42%	138
65 and over	27%	44%	29%	93
Male	30%	34%	36%	257
Female	31%	37%	32%	257
High school or less	27%	36%	38%	79
Some college	31%	38%	31%	139
College graduate	29%	31%	40%	170
Post-graduate	33%	40%	26%	117
Less than \$30K	14%	40%	46%	54
\$30K to \$60K	34%	36%	30%	92
\$60K to \$75K	25%	32%	43%	53
\$75K to \$100K	42%	22%	35%	76
\$100K or more	31%	47%	22%	146
North Country	17%	44%	39%	46
Central / Lakes	19%	45%	36%	79
Connecticut Valley	29%	29%	42%	67
Mass Border	31%	36%	34%	138
Seacoast	30%	40%	30%	84
Manchester Area	46%	24%	29%	99
First Cong. Dist	36%	33%	31%	264
Second Cong. Dist	25%	38%	37%	251

Good Time to Buy Major Household Item

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
STATEWIDE	56%	23%	22%	519
Democrat	68%	19%	14%	185
Independent	48%	22%	30%	131
Republican	47%	28%	25%	194
Liberal	64%	20%	16%	117
Moderate	53%	27%	19%	219
Conservative	49%	18%	33%	146
Support Tea Party	40%	23%	37%	100
Neutral	51%	30%	19%	194
Oppose Tea Party	65%	18%	18%	194
Employed Full Time	56%	18%	26%	272
Employed Part Time	54%	29%	17%	59
Retired/Not Working	53%	27%	20%	132
Unemployed	57%	26%	18%	23
Student	62%	32%	6%	26
Union household	60%	21%	20%	76
Non-union	55%	22%	23%	431
Read Union Leader	54%	24%	22%	151
Read Boston Globe	60%	27%	13%	80
Read Local Newspapers	56%	28%	16%	195
Watch WMUR	55%	22%	23%	296
Listen to NHPR	55%	22%	23%	131
10 yrs or less in NH	63%	25%	12%	66
11 to 20 years	67%	17%	15%	109
More than 20 years	50%	23%	27%	333
18 to 34	57%	28%	15%	131
35 to 49	55%	18%	27%	148
50 to 64	57%	17%	26%	141
65 and over	52%	29%	18%	91
Male	58%	19%	23%	262
Female	53%	26%	21%	257
High school or less	45%	24%	30%	84
Some college	54%	22%	24%	142
College graduate	62%	21%	17%	174
Post-graduate	54%	25%	21%	111
Less than \$30K	48%	25%	26%	49
\$30K to \$60K	50%	23%	27%	96
\$60K to \$75K	44%	26%	29%	53
\$75K to \$100K	60%	14%	26%	77
\$100K or more	61%	25%	14%	146
North Country	33%	14%	52%	46
Central / Lakes	45%	40%	15%	74
Connecticut Valley	42%	26%	31%	70
Mass Border	61%	23%	17%	147
Seacoast	69%	20%	11%	81
Manchester Area	65%	12%	23%	100
First Cong. Dist	62%	17%	21%	267
Second Cong. Dist	49%	28%	22%	252